

**I embody a relentless passion to connect people  
with powerful experiences that simplify  
their world**

## EDUCATION

### University of Toronto

Master of Information,  
User Experience Design &  
Critical Information Policy Studies  
2021

### OCAD University

Bachelor of Design,  
Advertising -  
Entrepreneurship & Social Innovation focus  
2018

## HACKATHONS

Rotman Design Challenge, 2020

The DMZ - #HackTheCurve, 2020

## PUBLICATIONS

Hanson, E., Li, A. Z. W., Girgis, J., & Ali, K. (2020).  
How to Build Learning Communities: Connecting  
K-12 and Post-Secondary Educators.  
Innovation Hub, University of Toronto.

## LEADERSHIP

### Faculty Council Representative

Master of Information Student Council

Faculty of Information, University of Toronto  
Sep 2019 - May 2020

### Board Member -Undergraduate

OCAD University, Board of Governors  
Sep 2016 - June 2018

## SKILLS

Advertising Strategy	Qualitative Research	Adobe Creative Suite	Privacy & IP Policy	Google Analytics	Art Direction
Design Strategy	Design Thinking	InVision	Data & AI Policy	AdSense	Branding
Business Innovation	Data Analysis	Sketch	Information Policy	Presentation Design	Copywriting
Content Strategy	Project Management	Figma	Social Media	Digital Marketing	Design
Strategic Planning	Retail Management	Video Production	Content Auditing	Card Sorting	Information Architecture

## RELEVANT EXPERIENCE

### UX Designer

#### TVO - Ontario Educational Communications Authority

Toronto  
March 2021- Present

- Worked on building web and app solutions for news and streaming media that align with digital transformation initiatives through secondary and primary research. Collaborated with dev, product and design teams to create a usable, accessibility focused app for iOS and Android and responsive site that aligns with industry comparables

### UX Specialist - Co-op

#### Rotman Commerce, University of Toronto

Toronto  
May 2020- Aug 2020

- created accessible instructional learning solutions through design as well as primary and secondary research while providing a strategic plan for online event and learning engagement during the beginning of COVID-19 pandemic.

### Design Researcher

#### Innovation Hub, University of Toronto

Toronto  
Sept 2019- Feb 2020

- Performed primary and secondary research, literature reviews and used design thinking methods to create solutions that helped to engage primary and post secondary teacher collaboration

### Strategy Intern

#### Traffik Group

Toronto  
Feb 2019- Mar 2019

- Conducted research, data analysis and social media tracking for brands such as Hain Celestial, Scott's Canada, Kroger, Chevron & Target. Created a robust asset management system for client while working extensively for both brand and social strategy within the

### Freelance Strategic Designer

#### Eric Hanson Design

Toronto  
Sept 2014- May 2018

- Provided creative strategies and execution for a variety of clients in the GTA such as York University, Bold Magazine and the Tourism Authority of Thailand in both print, digital (graphic design & UX) and worked extensively with clients to develop solutions collaboratively